Est Book

FORM #281
PM INC. 5/60

PHILIP MORRIS INCORPORATED

ADVERTISING COST ESTIMATE

Brand: Marlboro

Date: 1/9/80

Media: Other Promotions - Horse Racing

Contract Terms: To advertise on the back cover of the 1980 Golden Gate Fields' and Bay Meadows Racing Program for a total of 177 days.

Golden Gate Fields

Pacific Racing Assoc.	Feb. 7 - April 29	59 days
Tanforan Racing Assoc.	April 30 - June 7	29 days
		88

Bay Meadows

Tanforan Racing Assoc.	Sept. 1 - Oct. 11	30 days
Bay Meadows	Oct. 15 - Jan. 3/81	59 days
		89

Pay To: Mr. Donald B. Farber
Pacific Racing Association
Golden Gate Fields
P.O. Box 6027
Albany, California 94796

Approvals

1980	ESTIMATED COST	AMOUNT PAID	INVOICE NO.	INVOICE DATE	DATE PAID
JANUARY					
FEBRUARY	$11,500.00 net				
MARCH					
APRIL					
MAY					
JUNE					
JULY					
AUGUST					
SEPTEMBER					
OCTOBER					
NOVEMBER					
DECEMBER					
TOTAL	$11,500.00 net				

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Source: https://www.industrydocuments.ucsf.edu/docs/pjyn0004